

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Yoram Levanon *et al.*

Serial No. 09/534,170

Filed: March 24, 2000



Group Art Unit: 3622

Examiner: S. Gravini

For: METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING

COMMISSIONER FOR PATENTS

Washington, D.C. 20231

Dear Sir:

Transmitted herewith is an Amendment in the above identified application.

[X] Small entity status of this application has been established.

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GROUP 3600

The fee has been calculated as shown below:

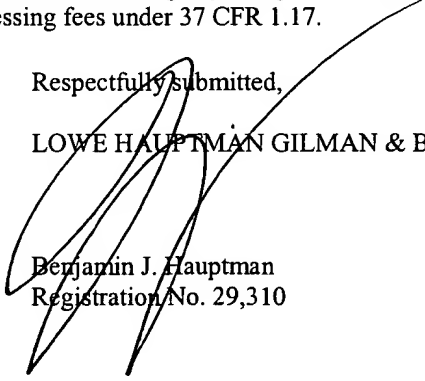
	NO. OF CLAIMS	HIGHEST PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	10	20	0	x \$ 9 =	\$ 0.00
Independent Claims	3	3	0	x \$40 =	\$ 0.00
If multiple claims newly presented, add \$130.00					\$ 0.00
Fee for extension of time					\$ 55.00
TOTAL FEE DUE					\$ 55.00

[X] A credit card authorization form in the amount of \$55.00 is attached

[X] The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 07-1337, including any filing fees under 37 CFR 1.16 for presentation of extra claims and any patent application processing fees under 37 CFR 1.17.

Respectfully submitted,

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Docket No.: 1268-094

PATENT

Patricia Levors

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#4/D

9-6-02

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Yoram Levanon *et al.*

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AMENDMENT

COMMISSIONER FOR PATENTS
Washington, D. C. 20231

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GROUP 3600

Sir:

In response to the Official Action dated April 29, 2002, please amend the above-identified application as follows:

In the claims:

Please amend the claims as follows:

21 1. (Amended) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:

- (a) collecting information obtained from potential consumers based on individual emotional orientation selected from the following orientations: survival type, growth type, relaxation type, and a combination thereof;
- (b) generating a computerized database containing personal character profiles of said potential consumers;